

Let's Talk Agriculture

4709 – 44 Avenue, Provincial Building, Stony Plain AB T7Z 1N4

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Alberta Agriculture, Food and
Rural Development

GROWING Rural Tourism

What: A landmark conference for Alberta!

When: February 13 and 14, 2001

Where: Camrose Regional Exhibition

Who should attend:

- Small Cities and Municipalities
- Chambers of Commerce, Retailers and Event Organizers
- Tourism Attractions and Operators
- Ag Societies and Agri-tourism operators
- Historical, Recreational and Cultural Associations
- Accommodation Properties
- And those interested in growing tourism within their own regions

Don't miss out on your opportunity to discover how to grow rural tourism in your community. Hear from experts, share ideas, network, and be part of something truly important!

For more information call toll-free to 1-866-488-9497, or e-mail millmgt@aol.com

This conference is an initiative of the Camrose Regional Exhibition, Alberta Economic Development, Travel Alberta, and Alberta Agriculture, Food and Rural Development.

AFSC offers many financial products for any stage of your farm business. Ask us about our farm lending services:

- Beginning Farmer Loans
- Vendor Mortgage Plan
- Developing Farmer Loans
- Disaster Assistance/ Crop Loss Loans
- Alberta Farm Development Loans
- Specific Guarantees
- Farm Income Disaster Program

For more information, please contact:

Bill Tchir, Lyle Roberts, or Barry Robertson in Stony Plain at (780) 963-6101.

Other services: AFSC Commercial – innovative financing for businesses in the agrifood and value-added sector. Phone: (780) 415-1216

Season's Greetings from:

Stony Plain District Office

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Alberta Agriculture Food and Rural Development

Trevor Kloeck – Cereal & Oilseed
Specialist

Sharon Homeniuk – Rural Development

Specialist – Business

Amber Kluthe – Client Service
Representative

Agriculture Financial Services Corporation

Lyle Roberts – Lending Division

Bill Tchir – Lending Division

Barry Robertson – Lending Division

Bette Strass – Insurance Division

Dianne Kyle – Insurance Division

Farm Credit Corporation HAS RELOCATED!

We are now situated in a brand new building on Highway 16A, directly across from Boston Pizza. Address: #2, 72 Boulder Avenue, Stony Plain.

Phone: 780-963-6547 or Fax: 963-9634

Alberta
AGRICULTURE, FOOD AND
RURAL DEVELOPMENT

**Agriculture
Financial Services
Corporation**
Finance It. Protect It. Help It Grow.

February 26 & 27, 2001 Nisku Inn, Nisku, AB

- Strengthen your marketing skills
- Explore winning alternatives

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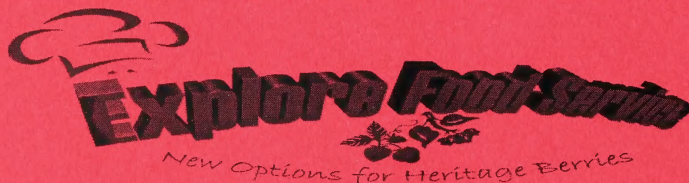


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**Marketing rural
Alberta products
direct to consumers**

**For more information contact Betty Vladicka
Toll free 310-0000 — (780) 422-1789**



New Options for Heritage Berries

**January 31, February 1,
and February 21 & 22, 2001
Strathcona Wilderness Centre**

This program focuses on exploring foodservice opportunities for: saskatoon, wild black (choke) cherry, currant, strawberry and raspberry producers and processors.

Menus featuring regional cuisine are a growing trend across North America. Using & promoting local produce in season is an integral part of regional cuisine.

- Discover what the foodservice customer really wants & how you can fill their needs.
- Identify niche markets in foodservice.
- Meet key contacts and players in the foodservice industry.
- Learn methods to access the foodservice market & how to develop strategies to assess challenges & obstacles.

For more information call: Kerry Engel at (780) 349-4465 or Karen Goad at (780) 538-5285 (toll free by dialing 310-0000)

NEW on Ropin' the Web...Check out almost 200 agri-tourism farm-based businesses in the newly launched *Alberta Agri-tourism Directory* found on Alberta Agriculture's Ropin' the Web website: www.agric.gov.ab.ca (look under directories)

www.agric.ab.ca

Layout by Amber Klutke, CSR